

Store Hours:
9.00 to 5.30

Gimbel Brothers

32nd ST-BROADWAY-33rd ST-NEW YORK

Piano and Phonograph Section
Open Evenings Until 9 o'clock
After 5.30 P. M. use 33rd Street entrance
near Broadway

Gimbel Brothers

32nd ST-BROADWAY-33rd ST-NEW YORK

For Other Gimbel
News See Page 18

Silk Umbrellas \$7.50

These new colorful umbrellas will enhance the Easter costume.
An umbrella of nice quality silk, with Bakelite tops, with carved wood handles, and with leather loops, in navy blue, green, purple and black, \$7.50

Sun and Rain Umbrellas

Handsome All Silk Umbrellas and New Parasols.
—some with striped borders,
—some with deep satin borders,
—others in the new plaid effects, ranging in price from \$10.00 to \$20.00

Children's Parasols
a delightful Easter gift for a little girl.
\$1.00 to \$5.10

Men's Walking Sticks
in great variety, ranging in price from \$3.00 to \$75.00

GIMBELS UMBRELLA SHOP—Main Floor



960 Hand Bags and Envelope Purses, \$4.95

Concentrated 3-Store Buying Produced These Values

To insure a big day Saturday we offer these bags and purses—19 different styles, in leather and in silk—at as low a price as is possible, even taking into account the low figure at which this great stock was bought.

Envelope Purse
and side handle bags, in many shapes and sizes.
In Morocco
Pin Seal
Vachette
And Grain Leathers

Silk Bags
in six attractive styles, with self-covered frames, fancy metal frames, and "shell" frames.
In black, brown and navy blue.

GIMBELS LEATHER GOODS—Main Floor

Glove Silk Underwear

An April Drive Feature

Pink Glove Silk Vests in extra length and of medium heavy cloth. Tailored band tops or bodice-style with ribbon-shoulder straps, \$4.50 each

Glove Silk Bloomers with extra width across seat; full generous size throughout; reinforced where wear is greatest, \$5.28 pair

And Every Woman Knows That the Durability of Glove Silk Makes It an Economy Buy Even When Not at This Economy Pricing.

GIMBELS UNDERWEAR SHOP—Main Floor

Slipover Style—Shades So Becoming Your New Sweater \$5.95

April Drive
Priced

If you are one of the lucky ones who are going away for Easter—here's the very sweater for you to slip into your over-the-holiday suit case:

—A Flattail Slipover Style with V neck.
—In Coral—Turquoise—Buff—Copenhagen—Black—Brown—Purple—Wistaria.

Just what you want, you see, for boardwalk or country club.

And Even If You Aren't Going Away—You'll Need It! Such Sweaters "Make" a Summer!

GIMBELS SWEATER SHOP—Third Floor

Gimbels Great Spring Drive for 100,000 New Customers During April



Even Last Minute Choice Is Right Choice in

The Easter Millinery Occasion of 1920

And Better Values Become Best Values
By Virtue of the Great April Drive

Sketches and prices suggest wealth of choice and latitude of price-range:

\$10.00 Black Lisere Hat
In off-the-face style, with flowers and fruit trimming.

\$3.95 Child's Milan Hat
With band and streamers—brown, black, navy, sand.

\$6.75 Off-the-Face Hat
With French blue braid and ornament; black only.

\$5.00—10 Smart Styles in Rough Untrimmed Milan
One sketched; black only.

\$6.95 Child's Milan Hat
In black, brown or navy combined with white.

GIMBELS EASTER MILLINERY OCCASION ON Main Floor, Third Floor, Subway Balcony

Coat Collars and Sheer Gay Vestees

Gay for Easter and Correct for Spring

A Collar and Cuff Set of sheerest organdie, trimmed with two rows of lace insertion, each with edging of narrow lace ruffle, unique with oval shaped cuffs. In cream. \$2.25

Plain Collar and Cuff Set, in fine lawn, hemstitched and with three rows of tucks. In white. \$2.50

A Nest Coat Collar, of tuck net with insertion of Venice lace and edged with narrow net ruffle. In white. \$2.25

Brilliantly Colored Organdie Vestees and Collar and Cuff Sets, \$1.00 to \$3.95

GIMBELS NECKWEAR SHOP—Main Floor

Novelty Veils

According to Paris the Newest, the Gayest and the Most to Be Desired

A Novelty Drape Veil, the newest, in an oval shape, such that it covers the face closely and falls gracefully from the hat behind, with scroll motif over face and across the falling ends, in black, taupe and navy blue. \$5.00

A Large Square Drape Veil, with handsome braided scroll border, in black, brown, taupe and navy blue. \$7.50

A Small Face Veil, with motif, scroll or braided border, 1½ yards long. \$1.25 to \$3.95

GIMBELS VEILING SHOP—Main Floor

Colored Ribbon Hat Bands

A ribbon of Moire or handsome Faille, with an effective motif embroidered in the center in gay colors—a flower motif, which is new and full of the spirit of this season.

This new and charming hat band comes in:

Old Rose, Purple, Navy and Copenhagen Blue, Brown and Black
1 yard long, - - - \$3.00

Also handsome Black Velvet Ribbon, satin backed, ¾ to ¾ inches wide, 25c to \$1.10 yard

GIMBELS RIBBON SHOP—Main Floor

Tweed Topcoats

Showerproofed Against April Rains and Offered in an April-Drive Sale for Women

\$29.50 BUT

there are only two hundred of these splendid coats. We know that women will buy them as quickly as they see them and try 'em on. For they are remarkably smart and radically under-priced.

Made by a well-known manufacturer—and how well made. Tailored styles with trig belts and plenty of pockets. Yoke linings are of silk.

Pepper and salt mixtures in smart grays, browns and greens.

And these coats are showerproof, remember, so you may leave home on a cloudy day feeling really well dressed. And when the sun shines you may still feel entirely well dressed. What a comfort!



\$29.50

\$29.50

GIMBELS WOMEN'S COAT SALON—Third Floor

Three Great April-Drive Groupings for Miss 14 to 20

Suits \$49.75: Frocks \$39.75
Sport Coats \$25

Here—for Miss 14 to 20—the big three of her Springtime wardrobe—suit, frock, separate coat—at April-Drive Prices that mean better-than-usual thrift and in best-ever varieties that make even a last-minute choice a right one.

The Wanted Suits in the Wanted Styles

And—of course—the wanted fabrics—Tricotines—Meh's Wear-Serge—Eton coated, Pony coated—belted or plain tailored models. Mainly navy blue. (Pictured) \$49.75

Tajcia Frocks, Short Sleeved and Bouffant

with cream net vestes—with French nosegay at belt—and in the shades of the hour—Navy—Copen—Black. (Pictured) \$39.75

And Sports Coats—Right of Line and Fabric

Silvertones—Jersey Cloths—Tan Polo Cloths—smart, with pockets and belts and buttons. \$25.00



\$49.75

\$39.75

GIMBELS MISSES' FASHION SALON—Third Floor

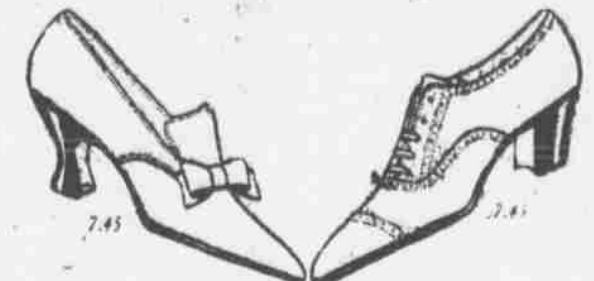
Chocolates Reduced April Drive Specials 75c a lb.

Orleans Chocolates, assorted—a very fine grade, for chocolates are not good unless they're very good. Richly coated nuts, caramels, nougats, creams, hard chewing and soft centers. A big special!

And at 50c a lb.

Ever buy big, rich Chocolate Almonds at that price? Nowhere else since old H. C. L. has ruled the market!

GIMBELS Subway Balcony—ALSO Main Floor



WOMEN'S

New Tan Pumps and Oxfords

\$7.45

Two new styles, just received, a pump and an oxford, each in mahogany tan leather, each with welt sewed sole.

The Pump

As illustrated is a one-eyelet tie, with leather Louis XV. heels.

The Oxford

As illustrated is a comfortable walking shoe with a military heel.

GIMBELS WOMEN'S SHOE SHOP—Second Floor

Easter Stockings

Silk—and—April Drive Specials

Pure Ingrain Silk Stockings, fine light, sheer, weight; all silk except lisle soles; full fashioned—and less than present wholesale cost, \$2.95

Pure Dye Silk Stockings with seamless feet and seamed back legs; lisle topped; fine quality silk body. Black only, \$1.55

For Easter Gifts or Easter Wear—
Milady Will Find These Right
Good Choosing!

GIMBELS HOSIERY SHOP—Main Floor

Your Spring Skirt

April Drive Priced \$13.75

Not only a wonderful skirt at a tiny price—but THE SKIRT from which you can evolve a dozen different costumes. And what could be smarter than an accordion pleated skirt.

—For semi-formal occasions with a taffeta overblouse.

—For Sports wear with a tailored shirtwaist.

—For Street wear with a separate or tailored suit coat.



\$13.75

In Black—Too—If Madam Prefers
Both Colors in ALL-WOOL SERGE
... And a Bargain!

GIMBELS SKIRT SHOP—Third Floor

DOWNSTAIRS---Great Spring Drive for 100,000 New Customers During April

Long Wearing Suits for Boys

—with Extra Trousers, too, \$12.65 and Up

We've said it in three words—"long wearing suits"—just what every parent wants for the boy.

For \$12.65 For \$14.65

There is a very pleasing assortment of Norfolk wear. Norfolk models in fancy mixtures—both pair trousers full lined. Sizes 7 to 17.

Men's and Young Men's Spring Suits at \$29.50

Singles and double breasted models made up in Mixtures, Tweeds, Serges, Cheviots and Navy Blue.
GIMBELS DOWNSTAIRS STORES—Balcony



Great Purchase of Girls' Coats Brings Large Savings

New Spring Models \$9.95 Sizes 6 to 14

The very fact of this matter is that you couldn't buy these coats wholesale for this price. Really, this is a wonderful chance. There are six beautiful styles patterned in

Velours Poplins Serges Pom-Poms Tricotines

And the styles are modeled to please the heart and wishes of every girl and her mother—you will adore these colors.

Navy, Pekin, Tan, Rose, Heather Brown and New Blue.

There are all sizes, 6 to 14, but you should come early—remember, this price is exceptionally low.

GIMBELS DOWNSTAIRS STORES—Lower Floor



Choice at \$9.95



Choice at \$9.95

Specialty Priced Coats

For Miss 2 to 6

only \$9.75

Serges, Poplins, Polos Black and White Checks

In the most fascinating styles that lend charm to any little wee lady—the most popular bring

Belted Styles Box Effects and Raglan Models

Novelty collars—belts—pockets and buttons. Lined throughout with Satine.

GIMBELS DOWNSTAIRS STORES—Lower Floor



\$9.75

Brooklyn, New Jersey and Long Island Customers Direct to Gimbels via Tubes and Subways